

Listing of Claims:

This listing of claims reflects all claim amendments and replaces all prior versions, and listings, of claims in the application. Material to be inserted is in **bold and underline** and material to be deleted is in ~~strikeout~~ or, if the deletion is of five or fewer consecutive characters or would be difficult to see, in double brackets [[]].

1-5. (Canceled)

6. (Currently Amended) A customer-defined, packaged, personalized toy, comprising:

a package having an aperture;

a personalized toy in the package; and

printed material, separate from the toy and further including customer-defined identifying material, supported ~~[[in]]~~ **on** the package so that the identifying material is visible through the aperture of the package and where the identifying material includes a customer-defined intended recipient;

wherein the aperture is smaller than the printed material.

7-12. (Canceled)

13. (Currently Amended) A package for displaying a personalized toy, the package comprising:

a flap, separate from the toy and having an inside and an outside, where the inside of the flap faces the personalized toy;

an aperture in the flap; and

customer-defined identifying material separate from the flap and supported on the inside of the flap, wherein the customer-defined identifying material includes a customer-defined intended recipient.

14-19. (Canceled)

20. (Previously Presented) The packaged toy of claim 6, wherein the identifying material includes a customer-defined toy name.

21. (Previously Presented) The packaged toy of claim 6, further comprising a toy-support card to display the personalized toy within the package.

22. (Previously Presented) The package of claim 13, wherein the customer-defined identifying material has a front side and a back side, wherein the front side of the material is visible through the aperture on the outside of the flap and the back side is visible on the inside of the flap.

23. (Previously Presented) The package of claim 13, wherein the customer-defined identifying material includes a customer-defined toy name.

24. (Previously Presented) The package of claim 13, wherein the identifying material includes a story related to the personalized toy.

25. (Previously Presented) The package of claim 13, wherein the inside of the flap includes tabs configured to support the identifying material on the inside of the flap.

26. (Canceled)

27. (Previously Presented) The package of claim 13, wherein the identifying material is removable.

28. (Previously Presented) The package of claim 27, wherein the personalized toy is visible through the aperture when the identifying material is removed.

29. (New) A packaged toy, comprising:

a personalized toy;

customer-defined identifying material separate from the toy and adapted to be customized according to specifications created by a customer, the customer-defined identifying material including an indication of a customer-defined intended recipient; and

a package enclosing the personalized toy and the customer-defined identifying material;

wherein the package has a flap covering at least a portion of the personalized toy and being adapted to support the customer-defined identifying material, with at least a portion of the identifying material visible from the exterior of the package.

30. (New) The packaged toy of claim 29, wherein the flap includes an aperture adapted to expose the personalized toy when the identifying material is removed.

31. (New) The packaged toy of claim 29, wherein the flap is adapted to be opened to reveal the personalized toy.

32. (New) The package of claim 29, wherein the customer-defined identifying material includes a customer-defined toy name.

33. (New) The packaged toy of claim 29, further comprising a toy-support card to display the personalized toy within the package.

34. (New) A customer-defined, packaged, personalized toy, comprising:
a package;
a personalized toy in the package;
customer-defined identifying material, separate from the toy and supported on the package;
an aperture in the package positioned so that at least a portion of the identifying material is visible through the aperture of the package;
wherein the visible portion of the identifying material blocks the aperture, preventing the viewing of the personalized toy from the exterior of the package.